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WHOLESALE PRICE LIST GOODELL'S PANSY SEEDS

AND OTHER SEASONABLE SPECIALTIES

The Best Strains in the World

My pansies have been awarded many First Prizes at Horticultural Exhibitions where I have shown them, and two Special Prizes by the Massachusetts Horticultural Society for the best cut blooms.

All seeds forwarded by mail, postage paid and safe delivery guaranteed.

Terms: STRICTLY NET CASH WITH ORDER.

Remit by P. O. Money Order, Express Order, Check, Draft or Registered Letter.

I will not be responsible for money sent in letters without registering.

Address L. W. GOODELL,

Pansy Park, Dwight P. O., Mass.

To My Customers and Other Florists

In sending out my Wholesale Price List of Pansy and other seasonable seeds, I take opportunity to thank my customers for their patronage and constantly increasing trade. I shall strive to merit its continuance by furnishing, as in the past, only the very best of seeds. To those who have never tested my seeds, I wish to say that the strains I offer are not obtained from the city jobbers and dealers, but are of my own growing or obtained direct from specialists and growers in this country and Europe, whose strains have been proved by many years of trial and comparison to be the best. I solicit a trial order and am confident that they will give such satisfaction it will result in my receiving your regular orders in future and to be to your advantage as well as mine.

AMERICAN GROWN PANSY SEEDS

Most of the Pansy seeds used in this country are imported from Europe, and it is thought by many that good seeds cannot be grown in America, but as a matter of fact, with proper care and skill, Pansy seeds can be grown in some parts of this country fully equal, and in some respects, superior in quality to the best produced in Europe. I have made a specialty of Pansy culture for nearly forty years, and have probably grown more seed than anyone else in this country. I have received thousands of testimonials from florists and amateurs as to the quality of my seeds, of which the following from well-known horticulturists, florists and gardeners are samples.

From Prof. E. A. White, Dept. of Botany and Landscape Architecture, Agricultural College, Storrs, Conn.: "Ship us 1500 of your hardy field-grown Pansy Park Perfection pansy plants, as soon as possible. Those we had last year were fine and in bloom all summer."

From Geo. L. Waterbury, Stamford, Conn.: "Ship me 1500 of your Pansy Park Perfection pansy plants as soon as ready. I want them for growing inside for winter flowers. Those I had last year were first class."

From John Ash, Supt. of LaPlaisance, Estate of Miss E. J. Clark, Pomfret Center, Conn.: "Please send me by Adams Ex., as soon as possible, 1000 of your Pansy Park Perfection pansies. I have bought my pansies from you for the last three years, and have always had the best of success with them, so I want to grow more of them this year." Mr. Ash is one of the best known and skillful professional gardeners in America, as the fine estate of which he is superintendent amply shows.

From S. L. Booth, Bristol, R. I.: "I had a trade package of your Pansy Park Perfection pansy seed last year, and to say that I was pleased with them would in no wise express my feelings. They were the finest variety of colors I ever saw, and all my customers were charmed with them, and this season I would like to have eight packages of the same strain. I also enclose the order of two florists, friends who saw mine."

From Burton H. Dorman, Supt. of Mt. Grove Cemetery, Bridgeport, Conn.: "The flowers from the pansy seed I bought from you last year were admired by hundreds of our lot owners, and they all said they were the finest they ever saw."

From Arthur Cowee, Gladiolus Specialist, Meadowvale Farm, Berlin, N. Y.: "I was very much pleased with the pansy seed from you last year. I found many beautiful colors which I had never seen before."

From R. B. Hoon, Mercer, Pa.: "I had your Diamond Pansies for this spring's sale. They were very fine, and my bed had the admiration of everybody. I shall want some more this year, also some of your Pansy Park Perfection strain."

From Geo. A. Caloupe, Beverly, Mass.: "The plants from the pansy seed I had from you last summer are now in bloom and are the finest thoroughbred flowers I have seen, or anyone else in this neighborhood, which is somewhat noted for good flowers on private places, being the famous 'North Shore.'"

From Otto Henl & Co., Terre Haute, Ind.: "We tried some of your pansy seed last year, and had some of the finest pansies I ever saw."

From Geo. B. Lucas, Lainsburg, N. Y.: "Your strain of pansy seed has always been first class. I have had seed from many others, but none were equal to your strain. All of your seeds seem to germinate. I hope by your honest dealing, it will bring you the success that you deserve."

From A. H. Fewkes, Secretary American Peony Society, Newton Highlands, Mass.: "I was well satisfied with your strain of pansy seed. They germinated freely and there was a good variety of colors. I was much pleased with them as a commercial strain."

From John Stevenson, Lynn, Mass.: "The Pansy Park Perfection pansies that I bought last year are the most beautiful I have ever raised, for size, substance and colors."

IT PAYS TO SOW FIRST CLASS PANSY SEEDS

Many do not understand why there is such a great difference in the prices of the varieties and strains of pansy seeds. No flower grown from seeds varies so much in the quality of its flowers as the Pansy, and the higher in quality, the more thoroughbred the variety, the less seed it produces. It costs more to produce an ounce of thoroughbred seed than a whole pound of the common cheap grades. All florists who have any competition certainly want the best strain that can be obtained, and those that have no competition should take pride in growing the best. Those who have been in the habit of sowing only the cheap grades will find that the plants from a first-class strain sell much better, even at an advanced price, returning the extra cost of the seed many times over; in fact, the actual difference in the cost per dozen of plants grown from seed that cost \$2.00 an ounce and those from a first-class strain is *less than one cent per dozen*. In view of this fact, any florist who sows a cheap grade of Pansy seed, with the idea that he is saving money, makes a big mistake. If you do not believe this, try a little experiment. Sow a bed of first-class seed and charge five or ten cents extra for the plants and see how quickly your customers will select these at the increased price instead of those grown from cheap seed, while it puts many extra dollars in your pocket.

GOODELL'S COLOSSAL PANSIES

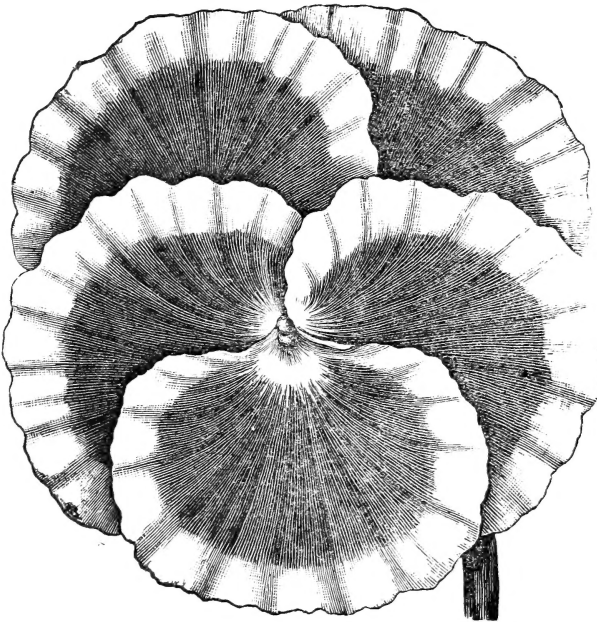
A NEW STRAIN, THE LARGEST OF ALL THE GIANTS

This new strain is the result of growing and breeding of some of the very largest and finest varieties of the Giant Fancy and self-colored types for many years under the highest state of cultivation that could be given. By selecting the stock seed each year from the very largest flowers, the characteristic of producing blooms of gigantic size has become so fixed that they average, even under ordinary cultivation, considerably larger than those of other Giant strains. While the variety of colors and markings is not nearly so large as in the Pansy Park Perfection strain, they are varied and magnificent, and include the largest and finest white and yellow sorts yet produced. Some are nearly self-colored, others have ground colors of various shades of red, yellow and blue, shaded, blotched, bordered and veined with contrasting shades of rose, brown, blue yellow, cream and white in various combinations. The flowers are of perfect form, with remarkably thick and velvety petals. They are borne on very long, stout stems, and on this account, as well as the enormous size of the flowers, they are particularly fine for growing under glass for winter blooming, and for cut flowers at all seasons.

Trade Packet of 1000 seeds, \$1.00; 3 packets, \$2.50; 5 packets, \$4.00; 1 packet, 60c.

PANSY PARK PERFECTION PANSIES

The Best Strain of Giants for General Use



Perfection is the word that best expresses the superior qualities of this magnificent strain of pansies, for it is perfection in all points of first class pansies. The flowers are of the most perfect form, and with the exception of my new Colossal strain, they are the largest in size yet attained, while no other contains such a great variety of rich and rare colors. It contains every color, shade and tint known in the pansy up to date, including a large proportion of the reds, bronzes, steel blue, ultra-marine, brown, etc., and the fashionable and much wanted terra cotta, rose, pink, apple blossom, flesh and lilac in the most novel and beautiful combinations, some of them entirely new in pansies. Some are elegantly veined and blotched with maroon on white, bluish or reddish ground, some have ruffled and frilled petals, giving them the appearance of double flowers. There are so many varieties in this strain that 75 to 100 plants can be selected from a fair sized bed, bearing flowers no two alike.

I test all the novelties offered by other growers as soon as introduced, and those that prove really new and desirable are added to this strain as soon as stock of seeds

can be grown, and it contains all the best new varieties that have been introduced up to date. The seeds are saved with the greatest care from the very finest selected plants of the German and French types, and by these means some improvement is made each year. The plants are of vigorous and healthy growth, and the flowers of many of the varieties, with the best culture, grow up to 3 to 4 inches across. I have made a specialty of Pansy culture for nearly forty years, and having tested all the strains offered during all these years, I believe Pansy Park Perfection is the peer of them all. If you have not tried this strain, test it in comparison with those you have been using, and I feel confident you will want more.

The following are samples of many reports I have received from customers:

"I had 3000 of your Pansy Park Perfection pansy plants last fall. They began to bloom in February and from then on were a sight; immense blooms and wonderful coloring and great variation. Shall want at least 10,000 next fall and possibly more of the same giant mixture." F. E. Peckham, Norwich, Conn.

From G. H. Taepke, Detroit, Mich.: "Send me \$10.00 worth of your best pansy seed. If as good in colors and size as they were last year, I will need double the amount next year."

PRICES OF ALL VARIETIES IN MIXTURE

Trade Packet.....	\$1.00	Half Ounce	\$4.50
One-eighth Ounce	1.50	Ounce	8.00
Quarter Ounce	2.50	Two Ounces	15.00

Pure White, Pure Yellow, White with dark eye, Yellow with dark eye, Dark Blue, Light Blue and Black, separate. Each of the above colors separate. Prices same as the mixed colors.

LARGE FLOWERED GERMAN PANSIES

DIAMOND STRAIN

This superb strain is pronounced by all who have grown or seen it to be the best strain of the German type ever offered. Its large and perfectly formed blooms, with thick and velvety petals of a great variety of rich and delicate colors and tints, distinguishes this strain. While the blooms of these pansies are not so large as those of Pansy Park Perfection strain, offered above, they are the largest yet obtained in the German type, and readily grow up to two and one-half inches or more across, with good culture, while they hold their size during the hot summer months better than any other. This strain has given great satisfaction, and many of my florist customers have used it every year since introduced.

PRICES OF ALL VARIETIES IN MIXTURE

Trade Packet	\$.50	Two Ounces	\$9.50
One-eighth Ounce	1.00	Quarter Pound	18.00
Quarter Ounce	1.50	Half Pound	35.00
Half Ounce	2.50	Pound	60.00
Ounce	5.00		

Pure White, Pure Yellow, White with dark eye, Yellow with dark eye, Light Blue, Dark Blue and Black, separate; each of the above colors separate. Prices same as the mixed colors.

EXTRA CHOICE CINERARIAS

This strain was awarded First Prize at the Columbian Exposition in competition with eighteen of the best strains from European and American growers, and is undoubtedly the best in the world. The plants grow from one to two feet tall and bear great masses of flowers, each flower from three and one-half to four inches across. The colors are exceedingly rich, velvety, running through all the shades of red and blue, from light pink to crimson and maroon, and from light blue to a rich plum purple, many varieties having a large, white center, with a band of some other color. Seeds should be sown in July, August and September. Trade packet of 250 seeds, 50 cents; 5 packets, \$2.00.

"I bought my Cineraria seed from you last year and had the finest plants grown here. I have had seeds from the best growers in Europe, and none equal yours in size of bloom, or color." J. Lassen, Florist, Indianapolis, Ind.

"The World's Fair Prize Cineraria seed I got from you were the best I ever had." John G. Edman, Florist, Baltimore, Md.

"Have you any Cineraria seeds ready now? I had such a fine strain the past winter which came from you that I want them again. I want to start some early for Christmas." Charles D. Stevens, Claremont, N. H.

"Enclosed please find an order for seeds. We had your Cineraria seeds last year and were well pleased with the results." Schlichter & Co., Toronto, Ont.

CINERARIA STELLATA. This new hybrid proves very useful for floral work. It bears large sprays of small flowers in great abundance, lasting, when cut, a long time. Trade packet, 25c.

DOUBLE DAISIES (Bellis Perennis), New, Large Flowered. Very large and double flowers, white and pink, separate or mixed. Trade packet, 25 cents.

CANDYTUFT, Giant Hyacinth-Flowered White. The largest and finest variety, the spikes of flowers often 2 to 3 inches in diameter. Trade packet, 15 cents; 4 packets, 50 cents.

DWARF SWEET ALYSSUM, Little Gem. This most valuable and popular variety originated with me twenty years ago. It is very useful for forcing. Plants may be set along the edges of benches at intervals without injury to other stock, and will give quantities of flowers for cutting every day during the winter and spring. It begins to bloom four or five weeks from sowing. Trade packet, 15 cents; 2 packets, 25 cents.

CALCEOLARIA GRANDIFLORA. Tigered and self-colored varieties in the finest mixture, unsurpassed for size of flower and richness of coloring. Seeds should be sown from July to September, and they will bloom from March to June. Trade packet, 50 cents; one-half packet, 30 cents.

CYCLAMEN PERSICUM GIGANTEUM, Goodell's International Mixture. This is a mixture of the finest strain to be obtained in Europe, and is unsurpassed. Trade packet, of 100 seeds 50 cents; 3 packets, \$1.40; 500 seeds, \$2.35; 1000 seeds, \$4.50; 5000 seeds, \$20.00.

GYPSOPHILA MURALIS (Mist Flower). A hardy annual, about a foot tall, and broad, and the best I know of for use in bouquets and floral work, as a relief to large flowers, giving a very graceful effect. The flowers are pink, small and star-like and borne in feathery sprays. It will grow like a weed, anywhere, inside or out. Seed should be sown at intervals of two months to keep up a supply. Trade packets, 15 cents; 2 for 25 cents.

LARGE FLOWERED ANTIRRHINUMS. These, if sown in July or August, make fine plants for winter and spring blooming. White, pink, crimson and yellow, separate or mixed. Trade packet, 15 cents; 3 packets 35 cents.

MIGNONETTE, IMPROVED GIANT MACHET. This is one of the best varieties for cutting, pot or garden culture. The spikes of flowers are very large and dense on strong, stiff stems, and its fragrance is very strong. Trade packet, 15 cents; 3 for 35 cents.

GOLIATH. This new Mignonette is without exception the largest of all; the flower stalks are long and stiff, and the spikes of bright red flowers are often 6 to 7 inches long. Trade packet, 25 cents; 3 for 60 cents.

LARGE FLOWERING WINTER STOCK, Beauty of Nice. Plants very strong, 2 to 3 feet tall; flowers of very large size. White, Day-break pink and crimson. Each color, trade packet, 25 cents.

GIANT PERFECTION WHITE (Princess Alice, or Cut and Come Again). Trade packet, 25 cents.

SNOWFLAKE (Early White). Trade Packet, 50 cents.

SCHIZANTHUS, New Dwarf Large Flowered Hybrids. Often called the "poor man's orchid." This beautiful annual is unsurpassed for decorative purposes. The plants of these new hybrids grow about a foot tall, very compact, and are literally covered with their oddly colored Orchid-like flowers for many months. Sown in August or September, and set four or five together in pots in a cool greenhouse. They bloom profusely in winter and are very useful. All colors mixed, trade packet, 25 cents. Three packets 60 cts.

WISETONENSIS. New, very fine. Trade packet, 50 cents.

WINTER FLOWERING SWEET PEAS. Christmas white, Christmas Pink, pink and white, Flamingo, crimson, Mrs. Alexander Wallace, lavender; Mrs. William Sim, salmon pink. Each of the above varieties, 20 cents per ounce. Trade packet, 10 cents.

NEW AFRICAN GOLDEN ORANGE DAISY

DIMORPHOTHECA AURIANTICA. This magnificent new hardy annual daisy from South Africa bids fair to become one of the most popular of the Daisy family for forcing under glass as well as for bedding, on account of its unique color, a rich, brilliant golden orange, a very rare shade in flowers. They are between 2½ and 3 inches in diameter and borne on good stems. Their beauty is enhanced by a large, dark center and a black zone. The plants grow from 12 to 15 inches tall, very branching, making a rapid growth, and begin to bloom about 10 weeks after sowing the seed, flowering profusely and constantly for many months. It has been greatly admired by all who have seen it, and seems to be one of those things occasionally introduced sure to become popular. A writer in "The Florists' Review" praises it very highly, and advises all florists to give it a trial. Orders will be filled in October, as soon as the new crop seed is harvested. Trade packet, 25 cents; 3 packets, 60 cents.

NEW HYBRID AFRICAN DAISY

These are hybrids of the African Golden Orange Daisy and novelties of this year. In habit, growth and foliage as well as the height of the plant (12 to 15 inches) and the size of the flowers (2 1-2 to 2 3-4 inches across) the new hybrids are alike the parent *Dimor pothera Aurantica*. They vary in color from the purest white to red- ish and bluish white tints, sulfur, lemon and bright golden yellow, light orange changing to pale salmon, rose, beautiful salmon shades, from tender salmon to deep salmony orange, even varieties with different colored zones, such as white with a broad sulfur yellow zone around the black disk or soft salmon with a deep sol- mony red inner circle, are frequent and enhance the beauty of these new hybrids. They will doubtless prove very valuable for Florists use. I have a good stock of the plants growing for the seed and will fill orders in October as soon as the new crop is ready. Trade pkt. mixed colors only, 50c; 1-2 pkt. 30c.

LARGEST FLOWERED CHINESE PRIMROSE

GOODELL'S INTERNATIONAL STRAIN. After testing all the finest strains of Europe and American Chinese Primrose, I have made a mixture of those that have proved the best, which I offer under the name of International Strain. The individual flowers, with good culture, attain the largest size, while for brilliancy and variety of colors, this mixture is unsurpassed. They are beautifully fringed. Trade packet of 250 seeds, 50 cents; 5 packets, \$2.00.

PRIMUM OBCONICA GRANDIFLORA, New, Large Flowered Hybrids. A great improvement on the old Obconica, the flowers being double the size, and of a variety of colors; white, lilac, pink, rose, lavender and crimson, mixed. Trade packet, 25 cents; 3 packets, 60 cents.

OBCONICA GIGANTEA. The leaves, flower stalks and entire plant of this new hybrid are very much larger than any other Obconica variety. The flower clusters are large, and the individual flower one inch in diameter. Lilac, rose, purple and crimson, mixed. Trade packet, 50 cents.

PRIMUM KEWENSIS. New and very fine decorative plant, with large, golden yellow flowers. Trade packet, 50 cents.

SEEDS OF HARDY PERENNIALS

AQUILEGIAS OR COLUMBINES, New, Long-Spurred Hybrids. The finest of all the Columbines for cutting and floral work. Very large flowers with long spurs and borne on long stems and of a great variety of colors and tints, including all shades of blue, red and yellow, white, orange, maroon, lavender, pink, etc. Trade packet, 25 cents; 3 packets, 60 cents.

CANTERBURY BELLS (Campanula Medium). Finest mixed, double and single. Trade packet, 10 cents. Three packets 25 cts.

IMPROVED SHASTA DAISY. The seed I offer is Burbank's own latest selection, and of a greater variety of forms than the original. They are pure white, lemon yellow, fluted, quilled, fringed, frilled, lacinated and plain petaled, very large, averaging three to four inches across. Trade packet, 25 cents; 3 packets, 60 cents.

DELPHINIUM HYBRIDUM (Perennial Larkspur). Finest mixed. Trade packet, 25 cents.

DIGITALIS (Foxglove). Finest mixed, spotted and self colors. Trade packet, 10 cents.

HOLLYHOCKS. Superb, Double. Unsurpassed for size and doubleness of flowers. Eight finest colors mixed. Trade packet, 25 cents, 3 for 60 cents; oz., \$1.25. White, pink, yellow, crimson, separate, each color, trade packet, 25 cents.

NEW MAMMOTH SEMI-DOUBLE HOLLYHOCKS, Allegheny. Mixed colors. Trade packet 25 cents; 3 for 60 cents; oz., \$1.25.

MYOSOTIS ALPESTRIS GRANDIFLORA Victoria (Alpine Forget-me-not). Very large, sky-blue, white and pink, separate or mixed. Trade packet, 25 cents. Three packets 60 cts.

PERENNIAL POPPY, Oriental Hybrids. These bear very large flowers of various shades of red and orange. Trade packet, 20 cents; 3 packets, 50 cents.

PYRETHRUM ROSEUM GRANDIFLORUM. Large, daisy-like flowers on long, stout stems; white and various shades of red. Trade packet, 25 cents; 3 packets, 60 cents.

NEW MAMMOTH FLOWERED SWEET WILLIAMS. A great improvement on the old varieties, both in size of flowers and trusses. The flowers often more than cover a silver quarter, and are of the greatest variety of rich colors and markings. Trade packet, 15 cents; 3 for 35 cents.

DOUBLE WALLFLOWERS. Very useful for winter and spring blooming in pots. Finest mixed. Trade packet, 25 cents; 3 packets, 60 cents.

A LARGE STOCK OF PANSY PLANTS. HOW I GROW THEM

I have a large and increasing trade in pansy plants, which I ship to florists, gardeners, parks and cemeteries. I increased my sowings of seed last year 50 per cent, but received orders for more than twice as many plants for fall shipment as I did the preceding fall. This left me short for plants the past spring and I was obliged to return orders unfilled for over 60,000. This year I shall sow twice as much seed as last and expect to have enough to fill all orders. Seeds will be sown nearly every day from July to September, and plants just right for transplanting to frames, beds in the open ground or for winter blooming under glass, can be shipped at any time they are wanted from the middle of September to January. My method of packing, developed from many years of experience, is so perfect that they reach the most distant points, like Florida, Texas, and the Pacific Coast in good growing condition, and are packed so lightly that express charges are reduced to a minimum. They are grown in light sandy soil in beds in the field. Seeds are sown thinly broadcast, which gives the plants room to grow strong and stocky with extra fine roots. Price of Pansy Park Perfection, all varieties in mixture seed-bed plants: 500, \$1.75; 1000, \$3.00; 5000, \$14.00; 10,000, \$27.00; 25,000 or more at 2.50 per thousand. Write for Special Prices on lots of 50,000 or more. Self colors, such as pure White, pure Yellow, White with dark eye, Yellow with dark eye, Light Blue, Dark Blue, Black and Purple. Grown to order in any quantity desired, provided orders are received before July 15. Write for prices, stating colors and quantities of each wanted, and when to be shipped.

One of Many Reports. From Wm. S. Manning, General Superintendent of Parks, Baltimore, Md.: "The Pansy Park Perfection pansy plants obtained from you for our parks were quite satisfactory. Book our order for 50,000 in separate and mixed colors as specified below and deliver in October."

From C. H. Ward & Son, Winter Park, Florida: "The pansy plants I ordered from you were received in first class condition, and I am very much pleased with them. Plants I have received from others often came in very bad condition. They did not seem to know how to pack them to carry safely such a long distance."